GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1885
ANSWERED ON:13.12.2004
INDIA AS GLOBAL BRAND IN INTERNATIONAL TOURISM MARKET
Chaudhary Shri Pankaj;Paraste Shri Dalpat Singh;Sahu Shri Chandra Sekhar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any plan to position India as a global brand in the international tourism market;

(b) if so, whether the Government has earmarked Rs.90 crore to increase visibility of India abroad both through advertising and opening new offices overseas; and

(c) if so, the steps the Government proposes to take for improvement and expansion of infrastructure like hotel accommodation, air seat capacity and ground transport system for foreign and domestic tourists?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a): Yes, Sir. The primary marketing objective of the Department of tourism is to position India as a global brand overseas and this objective is realized through a range of promotional activities undertaken by Indiatourism offices located in tourism generating markets overseas. A multi-pronged marketing campaign in the print and electronic media has also been launched by the Tourism Department in all key markets across the world under the brand of `Incredible IndiaÂ´.

(b): Rs.90 crore have been earmarked for overseas promotion and publicity through Indiatourism offices overseas and for a centralized media campaign in the international print and electronic media.

(c): The Ministry of Tourism has taken up the matter with the Ministry of Civil Aviation for taking appropriate measures to improve the air seat capacity on international sectors and with the Ministry of Railways for improving connectivity to important tourist destinations. Meetings are held on a regular basis at official and inter-ministerial levels.

To increase the accommodation in budget category hotels, the Ministry has introduced a scheme `Incentives to accommodation infrastructure during the 10th Five Year Plan` to provide incentive to new approved hotel projects in 1 to 3 star category hotels all over the country except in the four metropolitan cities.